

Message Text

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21

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-06 RSC-01 /018 W

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R 090900Z NOV 74

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 9183

UNCLAS JIDDA 6538

E.O. 11652: N/A

TAGS: ECRP, BEXP, SA

SUBJECT: POST INPUT TO BIC TRADE PROMOTION
PROGRAM/BEST PROSPECTS

REF: A. STATE 227330

B. STATE A-6238

C. STATE A-4665

1. TRADE DATA PRINTOUTS PROMISED BY REF C NEVER RECEIVED
HERE. WOULD APPRECIATE SECOND SET BEING FORWARDED ASAP.

2. IN THE ABSENCE OF EITHER THE ABOVE DATA OR OF CURRENT
SAG STATISTICS, IT IS IMPOSSIBLE TO PROVIDE THE STATISTICAL
QUANTIFICATION REQUESTED BY REF A.

3. AS THIS POST HAS FREQUENTLY POINTED OUT, TRADITIONAL
VEHICLES FOR EXPORT PROMOTION ARE FOR THE MOST PART NOT
VERY WELL SUITED FOR SAUDI ARABIA BECAUSE (A) THE U.S.
IS ALREADY THE OVERWHELMINGLY PREFERRED SUPPLIER; AND
(B) THE BULK OF INCREMENTAL IMPORTS ARE ASSOCIATED WITH
MAJOR PROJECT CONTRACTS, FOR WHICH MUCH OF THE PROCURE-
MENT IS DETERMINED NOT BY LOCAL CIRCUMSTANCES BUT BY THE
NATIONALITY AND CONNECTIONS OF HOME OFFICES OF THE CONTRACT-
ING FIRMS.

4. THERE ARE HOWEVER A LIMITED NUMBER OF AREAS IN WHICH
THERE ARE OPPORTUNITIES FOR MAJOR INCREMENTS IN DIRECT
SALES. THESE INCLUDE: COMMUNICATIONS; HEALTH AND MEDICAL
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CARE; CONSTRUCTION AND TRANSPORTATION EQUIPMENT; AND CON-

SUMER GOODS SUCH AS PROCESSED FOODS, AUDIO-VISUAL EQUIPMENT, AND HOME FURNISHINGS. WITH THE EXCEPTION OF THE CONSUMER GOODS AREA, ALL THE ABOVE EITHER HAVE BEEN PROMOTED RECENTLY OR ARE SCHEDULED FOR PROMOTION IN NEAR FUTURE. THUS "BEST PROSPECTS" IN SAUDI ARABIA ARE EITHER NOT DEPENDENT ON SALES PROMOTION (AS OPPOSED TO PROJECT PROMOTION) OR HAVE ALREADY BEEN TARGETED. REQUEST GUIDANCE AS TO WHETHER COMMERCE CONSIDERS IT TO BE USEFUL TO SCHEDULE EVENTS FOR THE SAME CATEGORIES WITHIN A THREE OR FOUR YEAR PERIOD.

5. EMBASSY WILL SUBMIT BY AIRGRAM BY DECEMBER 1 A PRODUCT PRIORITY LISTING FOR SOME OF THE CONSUMER ITEMS MENTIONED ABOVE, BUT THESE CAN BE CONSIDERED BEST PROSPECTS ONLY WITHIN THE CONTEXT OF MARKET PROMOTABILITY NOT OF RELATIVE IMPORTANCE OF TOTAL MARKET HERE.
AKINS

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